

TWIN CITIES REGION

MINNESOTA SMALL BUSINESS
DEVELOPMENT CENTER

2014 Annual Report



462 Entrepreneurs/
Businesses Served



4,588 Total Hours of
Consulting Services



1,411 Jobs Created and Saved



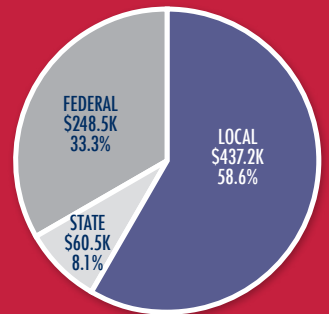
\$3.4M Capital Accessed for
Business Investment



18 New Businesses Created



\$50.4M Business Revenue Increased



**TWIN CITIES
REGION SBDC
BUDGET**



HELPING BUSINESSES GROW AND SUCCEED

TWIN CITIES REGION MINNESOTA SBDC

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TWIN CITIES REGION 2014 SBDC Business Spotlight



Osseo Gun Club & Pro Shop

When you set your sights on the target and get some help along the way, the bull's eye is much easier to hit. Chris and Jeanine Williamson, owners of the Osseo Gun Club & Pro shop (OGC) know this first-hand from working with the Twin Cities Small Business Development Center (SBDC). After selling guns online and at gun shows for four years, the Williamsons decided to open a store in downtown Osseo.

"Originally, the idea was to create a \$100,000 gun store," said Chris Williamson. "We were just going to rent or buy a small building and sell guns. But when the city heard of our endeavor, they encouraged us to consider a different location and concept. After some negotiations with the city, we came to an agreement and were able to move forward with a much bigger project."

At that point, we met with Susan Nelson, our banker at Americana Community Bank, who referred us to Dick Helgeson, a business consultant with the Twin Cities SBDC. "When I first met Chris and Jeanine, I knew they were onto something," said Helgeson. "Gun sales had increased substantially since 2010 and were expected to continue. People were interested in recreational shooting, hunting and self-protection. Chris and Jeanine brought industry knowledge, sales experience and numerous contacts and advisors to the business which made it possible to obtain the SBA financing they needed."

The business officially opened its doors in December 2014, and offers classroom instruction, training, leagues, range rental and simulations - not to mention gun, ammunition and accessories sales. In less than six months, OGC has grown from a husband and wife team to five full-time and six part-time employees.

With the business plan solidly in place and with Helgeson's help in securing almost \$3 million in financing, Cheryl Mozey, another SBDC business consultant, stepped in to assist the Williamsons with the marketing aspect of their business. Mozey recommended a coordinated plan of radio, print, and online advertising, coupled with special promotions like Guns N' Roses on Valentine's Day, Law Enforcement Appreciation Week, Family Night and more.

Now the high-end gun club is aiming for even more. They've hired a part-time gunsmith and are planning to expand their food offerings to attract additional customers over the lunch hour. "I want to sit down with Dick Helgeson and do some more forecasting," said Williamson. "It's very beneficial to look at these numbers and profitability."

The Williamsons are looking down-range at a continuing partnership with the SBDC to help the company grow.

Website: www.osseogunclub.com

TWIN CITIES REGION MINNESOTA SBDC FUNDING PARTNERS

HOST INSTITUTION



PLATINUM PARTNERS



Neighborhood
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GOLD PARTNER

